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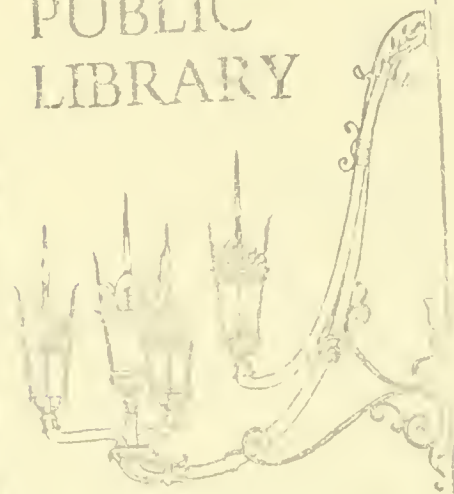
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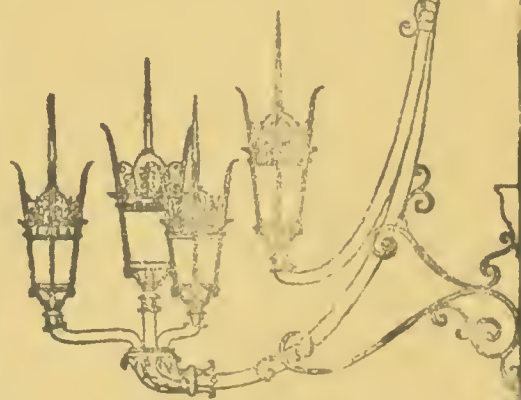
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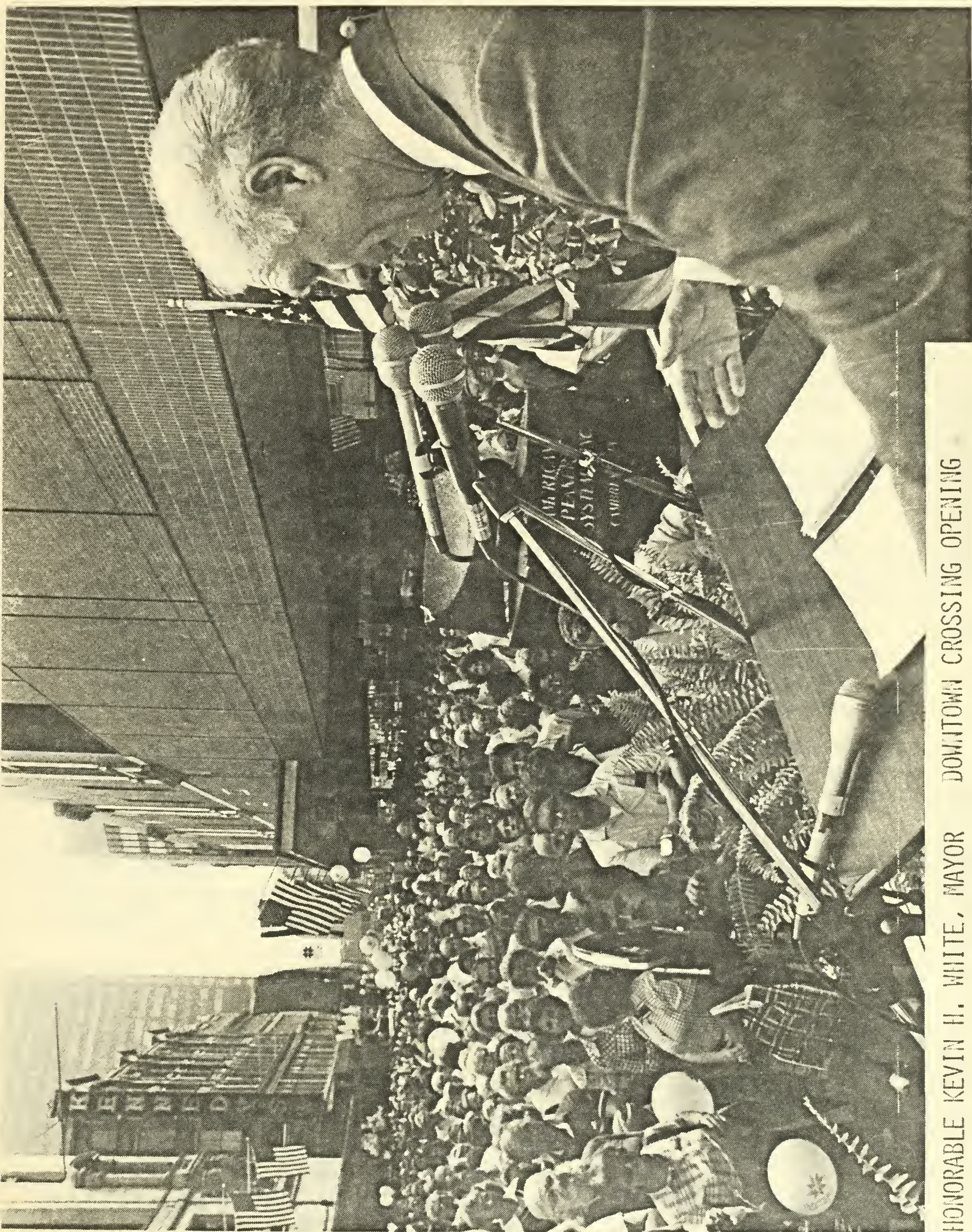
DOWNTOWN CROSSING

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Downtown X-ing
(C.B.D.)
B 65 R
DC

City of Boston
Boston Redevelopment Authority
January 1981



HONORABLE KEVIN H. WHITE, MAYOR DOWNTOWN CROSSING OPENING



CITY OF BOSTON
OFFICE OF THE MAYOR
CITY HALL BOSTON

KEVIN H. WHITE

As Mayor of the City of Boston, I am pleased to present this brochure describing the Downtown Crossing Project.

This is a project which has had a dramatic effect on our downtown. We have succeeded in making downtown Boston a safer, more enjoyable, more convenient place to shop and, not so incidentally, a better place to do business.

Downtown Crossing has brought new life and color to our principal commercial area. It has reinforced this city's historic role as a major regional shopping center. And, we have been able to infuse downtown with a new spirit now that disruptive automotive traffic has been removed from our streets. The mood of our downtown, the feeling, the ambience, has all been markedly improved by this project.

I am particularly pleased that Downtown Crossing has been an impetus for greater cooperation among our merchants. Merchants banding together and working for the common good can be a source of great strength for a city. This unity of spirit is far more important in many ways than physical improvements themselves, for it is this commitment to downtown that helps a city to prosper and to grow.

Finally, Downtown Crossing indicates that it is people (and not automobiles) that are a priority in our planning decisions. We are proud that in Boston, in our downtown, the streets have been returned to the people.

A handwritten signature in dark ink, appearing to read "Kevin H. White".

Kevin H. White
Mayor

Boston Redevelopment Authority

Robert J. Ryan, Director

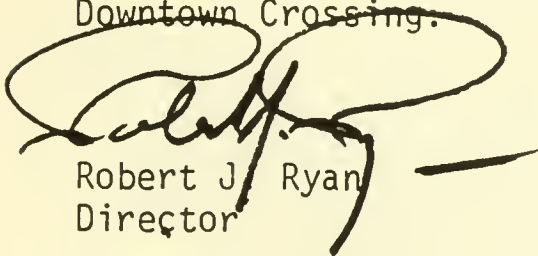
The following information was designed to provide the reader with an accurate perception of the Downtown Crossing Project.

The project has generated enthusiasm and support among merchants and shoppers since completion of construction in September, 1979. To many, it has signaled the rebirth of the Central Business District not only as a place to work and shop, but to also meet friends and stroll about.

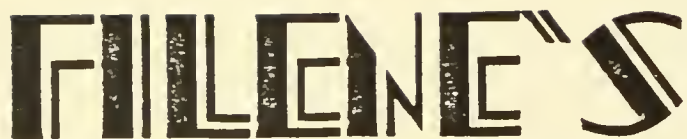
The success of the project is also indicated by the formation of the Downtown Crossing Association, a lobbying group comprised of merchants and other interested groups located within the project area. The Association is a concrete symbol of the sense of identity created by the Downtown Crossing Project.

The city's confidence in the Central Business District as exemplified by the Downtown Crossing Project has been matched by the confidence and investment expressed by the downtown merchants, shoppers and business interests.

To many residents of Boston, the Downtown Crossing Project has signaled a resurgence in economic vitality and social activity in the downtown area. Speaking for the Authority, we are proud to be involved in such a vital project as the Downtown Crossing.



Robert J. Ryan
Director



Executive offices Boston, Massachusetts 02101

January 7, 1981

Mr. Robert Ryan, Director
Boston Redevelopment Authority
185 State Street
Boston, MA

Dear Mr. Ryan:

As Chairman of the Downtown Crossing Association, I wanted to report to you on the impact the Downtown Crossing Project has had on our central business district.

I am able to state with assurance that the Downtown Crossing Project has been the catalyst which has transformed our area into the beginnings of a revitalized neighborhood, and stemmed the trend of neglect and decline of this traditional retail area.

The formation of the Downtown Crossing Association itself is testimony to the excitement we feel about the future of downtown -- our New Town. It is a major accomplishment to bring together over 100 businesses -- large and small -- to work toward common goals of economic improvement and enhancement of our environment. This is an historic first for our community, and it is working well.

We have hired an Executive Director, Bethany Kendall, and have offices within the DCA area. Together, the businesses have worked on many projects since our establishment, from speaking to legislators about the MBTA shutdown, to erecting our Christmas tree, lights, and wreaths. Our photographic retrospective of Downtown Crossing was our first "Museum Without Walls" and was a tremendous success. We are currently working with the Theatre District Neighborhood Association toward mutual goals, and I Co-Chair a Lower Washington Street Task Force with Doctor Jerome Grossman, President of the New England Medical Center, to plan additional economic development for our central business district.

(continued)

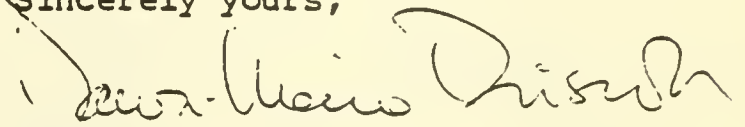
Mr. Robert Ryan
January 7, 1981

Page Two

As we envision our area five years from now, we see a major transportation center at South Station bringing thousands of pedestrians up Franklin and Summer Street to the financial and retail districts, fine stores and offices in the Kennedy's building, the Lafayette Place project and hotel finished, with a new garage, streets and subway stations, luxury housing on Tremont and Washington Streets, major office buildings and high technology firms in the former "Combat Zone", a bustling, revitalized Chinatown, with Chinese housing and job opportunities, and a new Theatre District, a short pleasant walk from Downtown Crossing, with restaurants, movies and state entertainment.

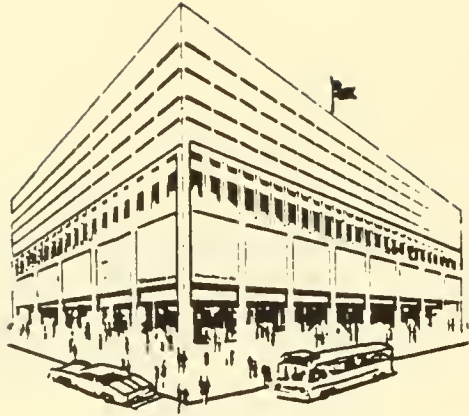
That all this can be a reality, in a recently decaying area, is a tribute to the foresight, vision, and courage of city officials like yourself who implemented the Downtown Crossing project. These events of the past few months clearly demonstrate its stimulus to other actions, its positive enhancement of our neighborhood, and its real impact on the economy of the central business district.

Sincerely yours,



Dawn-Marie Driscoll
Vice President and Counsel

DMD:tep



Woolworth
THREE-FIFTY WASHINGTON STREET
BOSTON, MASSACHUSETTS 02108

Jan. 5, 1981

Mr. Robert Ryan
Boston Redevelopment Authority
City Hall 1 City Hall Mall Sq.
Boston, Ma. 02108

Dear Mr. Ryan:

As the year 1980 drew to a close, the value of the Downtown Crossing Project became more and more evident.

Reports of lower sales levels kept coming in from other urban areas. The retail industry in general was off in sales from their 1979 figures, while our figures showed steady increases.

The Downtown Crossing Project has made Boston an alive and vibrant place to shop. Our company is proud to be part of it.

Yours truly,

Pierre Merkl
General Manager



**The
Boston
Five**

John G. Vernon
Vice President
Director of Administrative Services

The Boston Five Cents Savings Bank
Ten School Street
Boston, Massachusetts 02108
Telephone 617 742-6000

January 6, 1981

Mr. Robert Ryan, BRA Director
Boston Redevelopment Authority
One City Hall Square, 9th floor
Boston, Massachusetts 02201

Re: Downtown Crossing

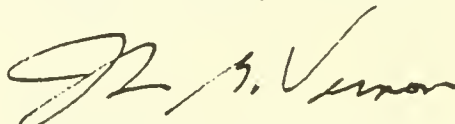
Dear Director Ryan:

The Boston Five Cents Savings Bank endorsed the creation of an auto restrictive zone in the downtown retail district in 1978. I am happy today that our experience over the past year and a half since completion of the Downtown Crossing Project has been largely positive and the creation of pedestrian malls has helped to revitalize retail activity in the area.

The expansion of School Street Plaza has permitted us to place there permanent planters and seating in conjunction with your project. Further during the good weather days of Spring, Summer, and Fall, we have been able to introduce tables and chairs to provide an even more comfortable and casual oasis for the urban pedestrian.

Downtown Crossing is an unquestioned success. As a thrift institution, it is difficult to link this success to an expansion of retail activity here. Still, The Boston Five is content that, together with the Boston Redevelopment Authority and other agencies, we have helped to add to the revitalization of downtown Boston and the creature comforts afforded by Downtown Crossing.

Very truly yours,


John G. Vernon

JGV:jmg

Bethany B. Kendall
Executive Director

Downtown Crossing Association
38 Chauncy Street
Boston, Massachusetts 02111
(617) 482-2139



January 5, 1981

Mr. Robert J. Ryan
Director
Boston Redevelopment Authority
One City Hall Square
Boston, MA 02201

Dear Mr. Ryan:

The Downtown Crossing project has been a crucial factor in the economic revitalization of the downtown retail district. I would like to take this opportunity to share with you some of the effects that are already evident.

The pedestrian mall has created an aesthetically pleasing environment for shoppers, and as a result, pedestrian traffic has significantly increased. One retailer directly attributes a dramatic increase in sales to the continuous flow of shoppers in the immediate area. Others have also commented that heavy foot traffic has had a noticeable impact on sales figures.

Some merchants have recently expressed interest in store renovations as it is becoming increasingly clear that the downtown is having an economic rebirth. There also appears to be a growing interest among mall retailers to evaluate the prospect of a downtown location.

In summary, the Downtown Crossing project, in just a short period of time, has proven to be a much needed catalyst in the economic revitalization of Boston's retail district. The Downtown Crossing Association is pleased to be working with you on this important endeavor.

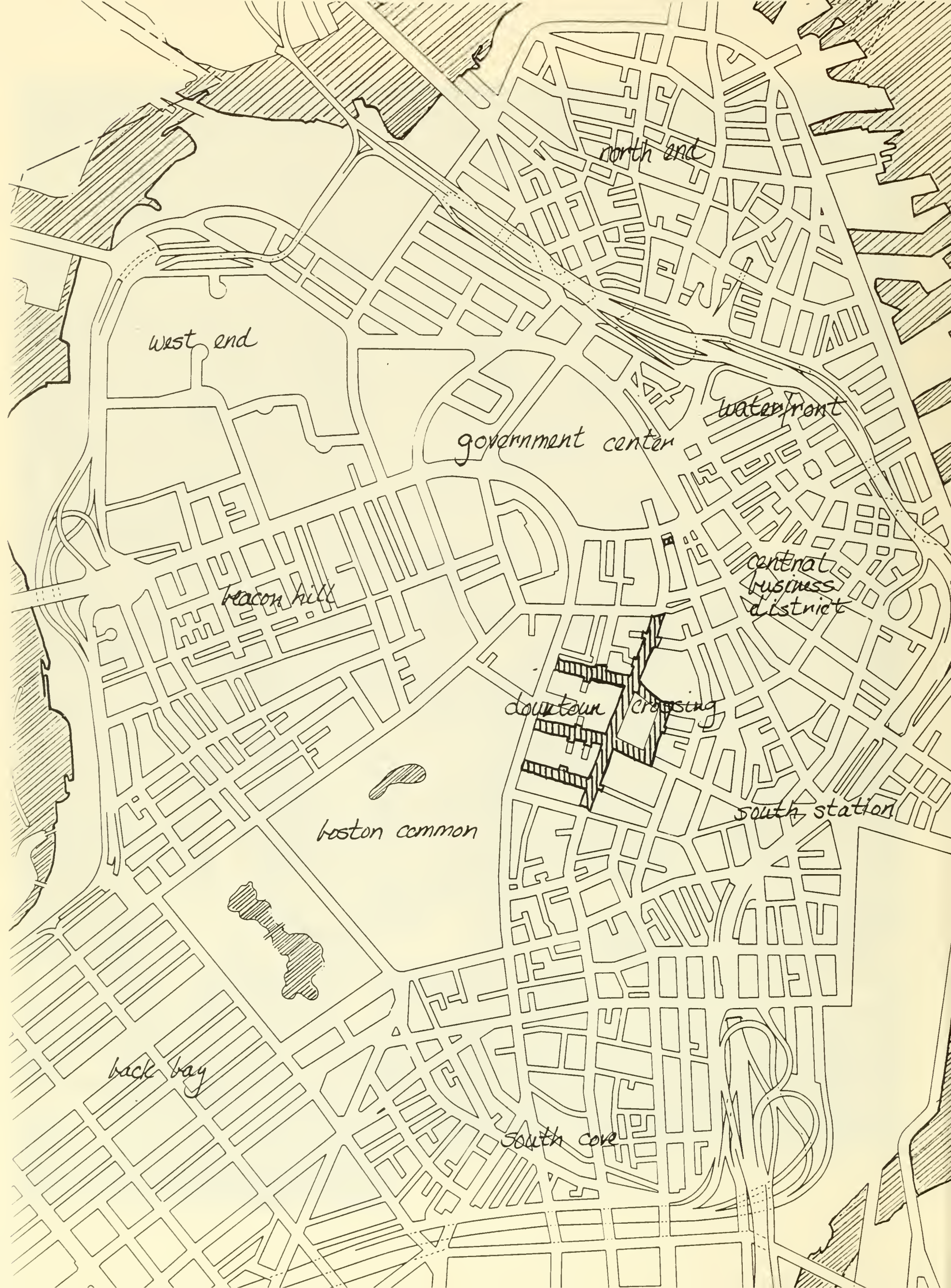
Sincerely yours,

Bethany B. Kendall
Executive Director

BBK:dfa



WASHINGTON STREET



north end

west end

waterfront

government center

beacon hill

central
business
district

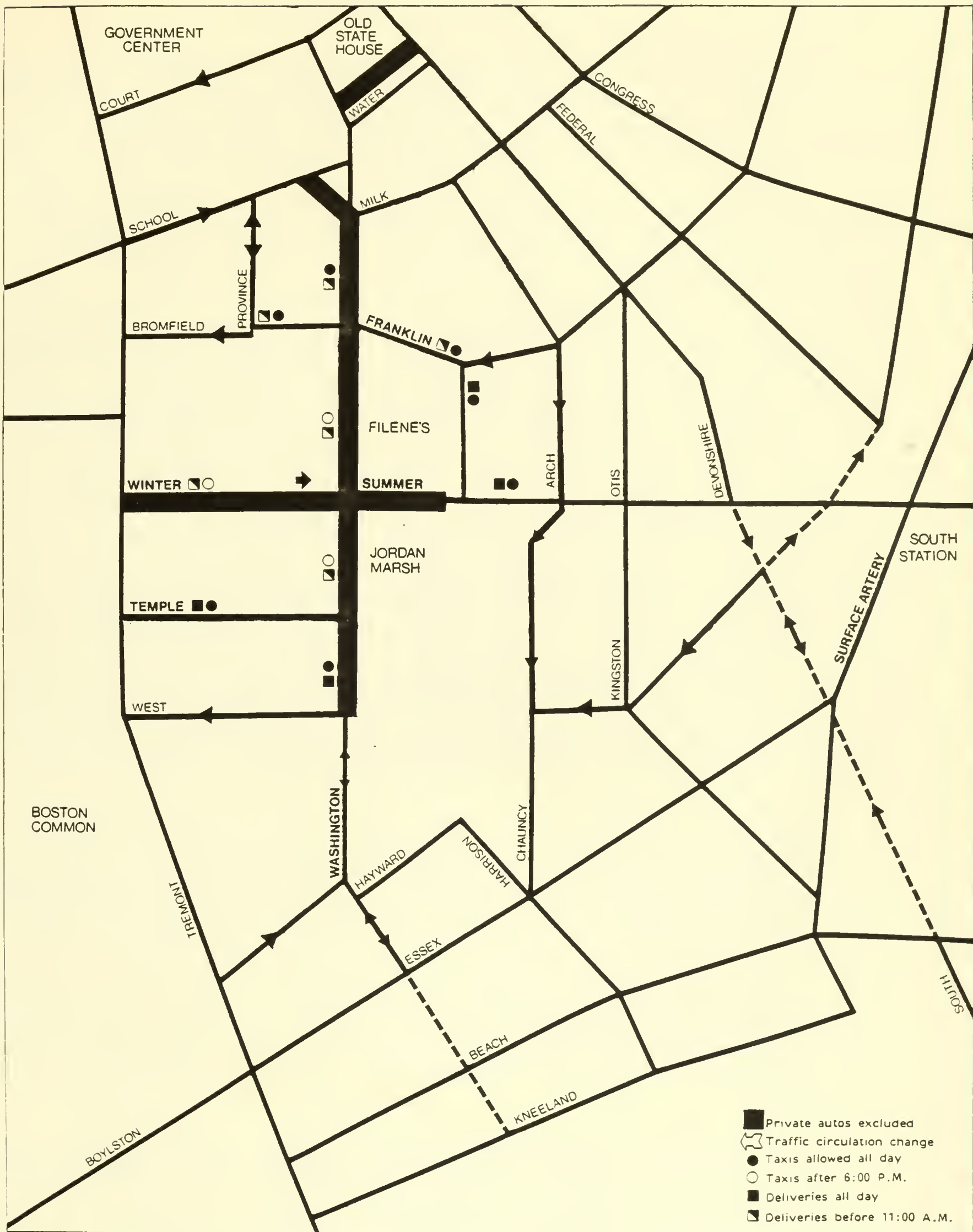
downtown crossing

south station

boston common

back bay

south core



**DOWNTOWN
CROSSING**

DOWNTOWN CROSSING

Boston is known for its fabled "cow path" streets and the fierce pedestrian/auto conflict that is waged daily between automobiles trying to inch their way through Boston traffic and pedestrians trying to make their way around and through the traffic. The focal point of this ongoing battle has always been Washington Street, in the heart of the city's retail district, or more specifically, the corners of Washington, Winter and Summer Streets, usually referred to as Boston's 100 percent corner. It is stated that this one corner is the most active pedestrian area in New England.

For more than two decades city planners in Boston talked of eliminating traffic from Washington Street, thereby making it easier, safer, and more enjoyable for pedestrians to circulate within the city's Central Business District. In fact, back in the 1960's the city's planning agency, the Boston Redevelopment Authority, retained Victor Gruen to work on a new plan for the Central Business District. Gruen proposed a modified pedestrian mall for Washington Street, but one which would have entailed much demolition of existing buildings combined with extensive parking garages, underground tunnels and loading docks.

The Victor Gruen plan was never implemented because the Department of Housing and Urban Development refused Federal funding for the project. Moreover, the problem of what could be done to improve the environment of the Central Business District went beyond aesthetics and the inconvenience of shoppers trying to contend with auto traffic. Boston, like so many central cities, was trying to contend with the onslaught of suburban shopping malls and the subsequent loss of retail business. The older, larger stores, such as Filene's and Jordan Marsh, could weather the storm, but numerous other retailers were going out of business.

Planners at the BRA never gave up on the idea of reducing auto use on Washington Street, but their efforts were made somewhat difficult because merchants were reluctant to see automobiles taken away from the shopping area. In addition, officials in the city traffic department were opposed to any idea that would remove automobiles from the major north-south route through downtown.

The BRA was able to make a start on reclaiming streets for people, when, in 1976, it succeeded in widening sidewalks on the western side of Washington Street from 9 feet to 22 feet. The sidewalk widening extended for 3 blocks and also included a glass-covered canopy to protect pedestrians from Boston's frequent inclement weather.

However, it was in October 1976, that the U.S. Urban Mass Transit Administration offered to provide funding for Boston to create an auto-restricted zone on Washington Street. City planners approached Mayor Kevin H. White who supported the ARZ as a concept that could be adapted to meet Boston's specific needs. Studies supported the

ARZ concept, by showing that as many as 8000 pedestrians passed a given point on Washington Street (at peak time) when only 1000 people passed that same point in automobiles. But the automobiles were taking up four times as much space as that given over to pedestrians. A new Commissioner of Traffic and Parking, Emily Lloyd, vigorously supported and helped facilitate acceptance of the ARZ within City Hall.

Events in another part of Boston's downtown also helped move the ARZ plan from concept to reality at that time. On August 26, 1976, the first component of Boston's Faneuil Hall Marketplace project opened. The project entailed the restoration of three buildings, constructed in 1826 as Boston's public marketplace. As part of that project, South Market Street, which ran between Quincy Market and the North Market Street Building, was closed to traffic and converted to a landscaped area where shoppers could sit beneath trees and among numerous sidewalk cafés. The street was referred to as Boston's Walkway-to-the-Sea, because it functioned as a principal pedestrian link between Boston's Government Center and its redeveloped waterfront.

The Quincy Market Building was an overwhelming success from the moment it opened. In August 1977 and in August 1978 the restored North and South Market Buildings were opened. More than one million people each month visit the six-acre area and the sales per-square-foot are reported to be double that of the most successful shopping areas anywhere in the country.

In January 1978, when the BRA held a public hearing for its application on the ARZ (later to be known as Downtown Crossing), there was considerable support expressed for the plan from the downtown merchants. Taking note of the success at Faneuil Hall Marketplace, downtown merchants realized that an improved shopping environment might result if automobiles were prevented from using portions of Washington Street.

Consequently, work on converting Washington Street to an auto-restricted zone began in the summer of 1978. It was temporarily suspended in October so that construction activity would not interfere with shopping activity during the busy holiday season. The construction period, which was concluded in the fall of 1979, did produce some confusion, but in the meantime, the central Downtown Crossing area was repaved with bricks, and new street lights were installed. Benches were placed in the area between Filene's and Jordan Marsh on Summer Street. These sitting areas complemented other such areas, notably a small mini-park next to Filene's and another mini-park in front of the Boston Five Cents Savings Bank at Washington and School Streets.

Both in physical and psychological terms, Downtown Crossing has dramatically changed the nature of downtown:

- General auto traffic has been removed from eleven downtown blocks, freeing up valuable street space for deliveries, buses, taxis, entertainers and special events and, most importantly, pedestrians.
- Four blocks have been completely resurfaced in brick from building face to building face, and three have had sidewalks and roadway resurfaced.
- New benches, kiosks and telephones have been placed on Summer, Winter and Washington Streets.
- New distinctive lighting fixtures have been installed on seven blocks.
- Banners defining the area have been hung at four entry points.
- Merchant-supported Christmas lights and decorations have been displayed on the streets for the first two years in history.
- Six bus routes have been extended into the heart of downtown for the first time.
- A City-staffed project office handled promotion and acted as liaison with City departments, contractors and merchants.
- The volume of pedestrians on Downtown Crossing streets was up 5% overall on weekdays, weeknights and Saturdays. Weeknights showed the highest rise - 17% from 1978 to 1979. Merchants reported 5-15% increase of customers in their stores.
- Sales volume was up from 5-10% during the first year, according to most merchants. While some experienced declining volumes during construction, most indicated that business was holding steady. One major store indicated that their downtown store was doing better than their suburban branches for the first time.
- More people walked into Downtown Crossing and fewer people drove. Walking to Downtown Crossing increased from 48% to 55% of all trips, and auto use decreased from 11% to 6.5%.
- Transit use also increased from 1978 to 1979. For those employed downtown, transit use for the work trip increased by 23%, compared to a 4% systemwide increase for the same period. Transit use to Downtown Crossing for non-employees increased by 27.5%. The bus routes extended into Downtown Crossing all showed increases in ridership ranging from 6% to 100%.

- Traffic has been rerouted with no appreciable increases in congestion on alternative routes. Impacts on parking facilities have not yet been determined in detail; there has been a redistribution of use of downtown lots and garages based on the new routings.
- Attitudes of merchants, press and public toward the project have been extremely positive. People like the more attractive appearance of the streets, the increased maintenance and added security. Merchants within Downtown Crossing are more positive than merchants on the fringes, but fringe area merchants in general want the auto-restricted areas to be extended.
- Through provision of a name, a logo, a full-time promotion person, and a merchant advisory group, Downtown Crossing has created a more unified image for the downtown stores. In addition, a private, non-profit organization, the Downtown Crossing Association, has been formed to represent the merchants' interests and capitalize on the solidifying sense of identity. The Association is responsible for promotional activities, economic development, and acts as a liaison between the merchants and local and state governments.
- The increased police presence in the Crossing, as a result of the project, has been cited by many merchants as an important, if somewhat indirect, benefit of the project. Police were kept on duty at entry points and throughout the area for the main purpose of traffic control, but as one merchant put it: "It has kept police here - the best thing it's done. It has cut down on shoplifting. You never saw a policeman here before. It makes the customers feel safer too."

Almost two years after it officially opened, Downtown Crossing has enhanced and improved the physical appearance and business volume in Boston's Central Business District. One of the most active pedestrian areas in New England provides a setting that makes shopping and walking a pleasant experience. Boston's busiest streets have been reclaimed for people.

Preliminary analysis of the 1980 survey supports the 20% increase in number of purchases reported in 1979. This is in spite of lower national retail sales.

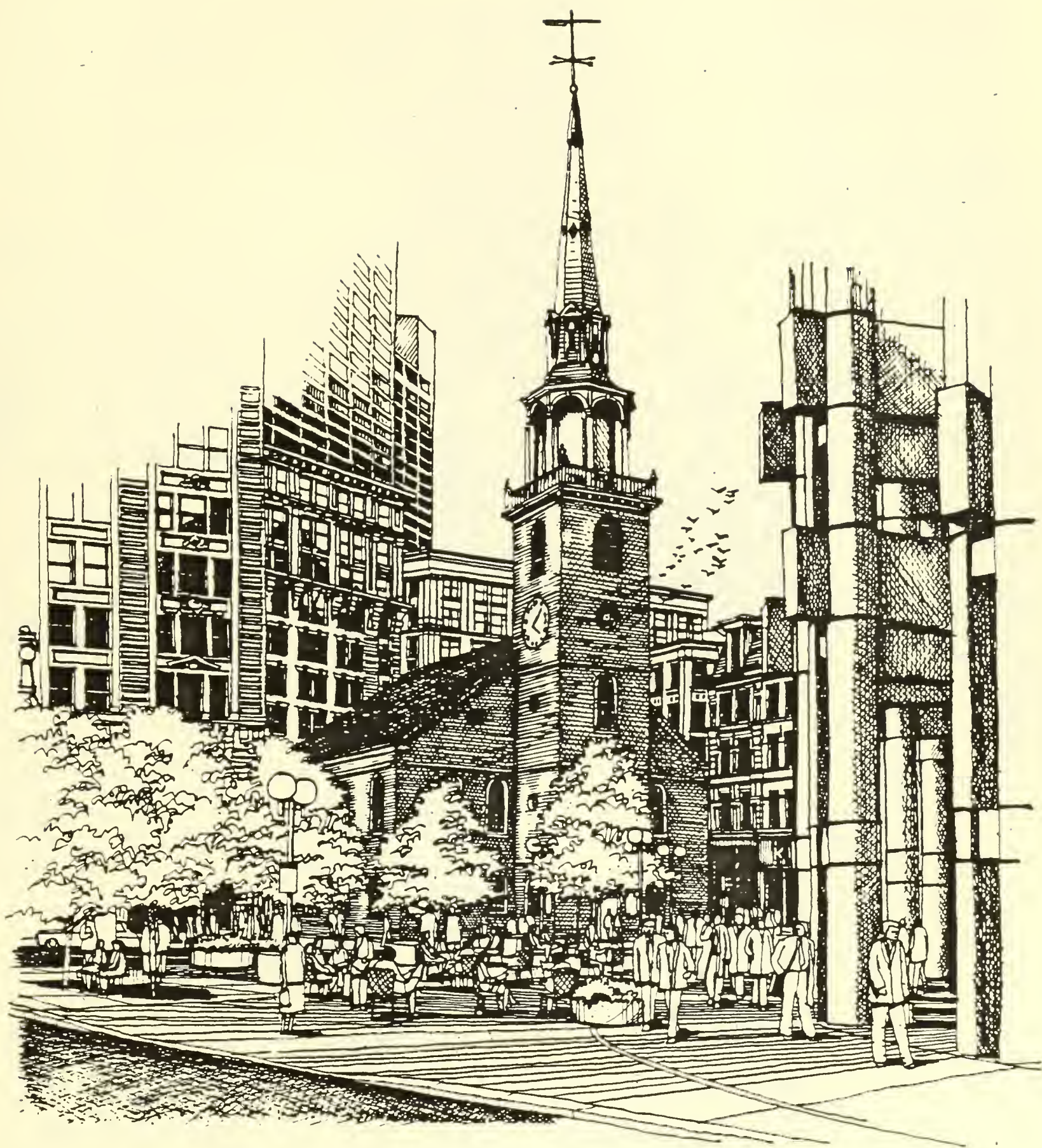
These figures are from Merchant Attitudes, Business Establishment Surveys:

Merchants: Overall Attitude regarding
 Downtown Crossing

Improve- ment	Neutral	Worse	No Opini
72%	15%	10%	2%

Shoppers: Attitudes

	Positive	Neutral	Negative	No Opini
Closing of streets	87.9%	3.7%	5.8%	2.5
Bricking of streets	75.7%	9.2%	12.0%	3.1
Presence of benches	83.4%	7.1%	4.8%	4.7



BOSTON FIVE PARK

Pedestrian Counts:

	1978	1979	1980
Weekdays (10 to 4)	74,182	77,295	82,417
Nights (6 to 8)	11,314	13,317	12,225
Saturday (10 to 4)	57,809	59,363	63,369

Mode Split:

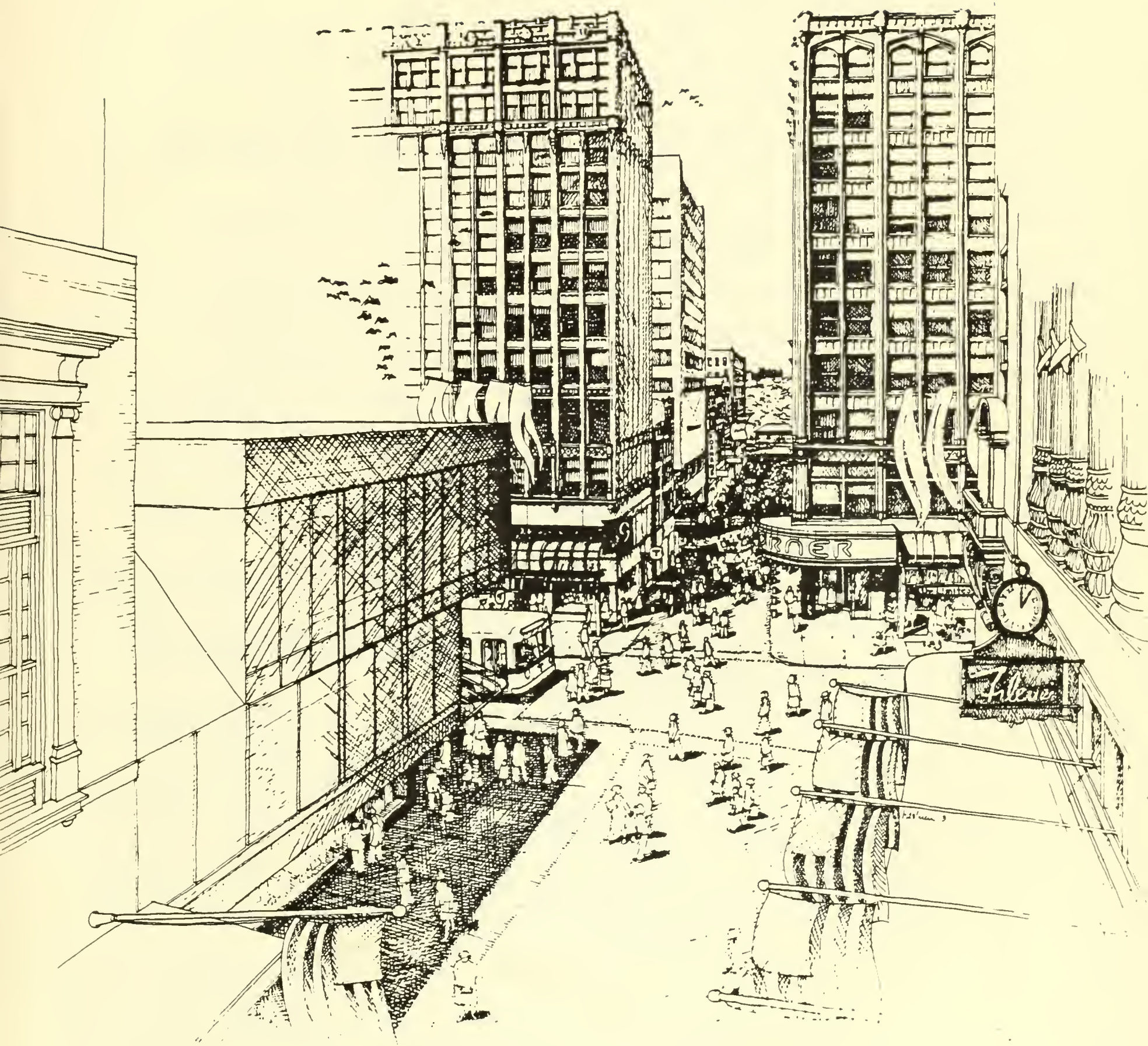
% of People who entered Downtown Crossing by:	1978	1979	1980
Walking	48.6%	55.7%	53.6%
Auto	11.1%	6.5%	5.5%
Transit	37.1%	37.2%	38.9%
Other	3.8%	0.8%	2.1%

Merchants: Effect on Business

	Positive	Neutral	Negative
Of street closing	47%	36%	16%
Of bricking streets	51%	41%	8%
Of benches	48%	45%	7%

Merchants: Effect of Various Factors
of Downtown Crossing on
Conditions Downtown

	Improve- ment	No Effect	Worse
Maintenance	68%	20%	12%
Traffic & Parking rules	55%	18%	27%
Safety	59%	26%	15%



100% CORNER

Quotes from Merchants:

Charles Towle, Manager, Chandler's Shoes,
31 Winter St.

"....10% increase in sales volume and 15% increase in foot traffic... has improved business."

David Dietrichsan, Lauriat's Bookstore,
30 Franklin St.

"10-15% increase in number of customers... sales are up over last year...highest in three years...."

Mr. Barry, Manager, Kresge's, 477 Washington St.

"...10% increase in sales....result of project..."

Michael Holmes, Manager, The Mulberry Bush,
324 Washington St.

"Busier since Downtown Crossing...sales volume up 25-30%"

Mr. Nazih Melime, Manager, Hayat Shoes, 54 Winter St.

"Number of customers up 10-15%, sales volume up 8-10%...."

Mr. Harvey, owner, Edward Harvey, Co., Leather Goods, 15 School St.

"...Business is fine...increase of 21 to 23% in 1980...Downtown Crossing a very positive asset to downtown marketing picture."

Mr. Al Schmertzler, Miles Stationery, 48 Winter St.

"...Significantly improved pedestrian traffic and sales up 20 to 30% in 1980 following slower but steady increases in 1979."



WINTER STREET

DOWNTOWN CROSSING

FUNDS

Phase I: August, 1978 - September, 1979

UMTA Section 6	\$1.5 million
Demonstration Grant to the Boston Redevelopment Authority (Operating Funds)	
UMTA Section 3 Capital Grant to the MBTA	\$0.8 million
FHWA Urban Systems Funds to Mass Dept. of Public Works	\$1.0 million
Total Phase I	\$3.3 million

Phase II: June - September, 1979

100% City Capital Budget	\$1.2 million
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Phase III: August, 1980 - August, 1981

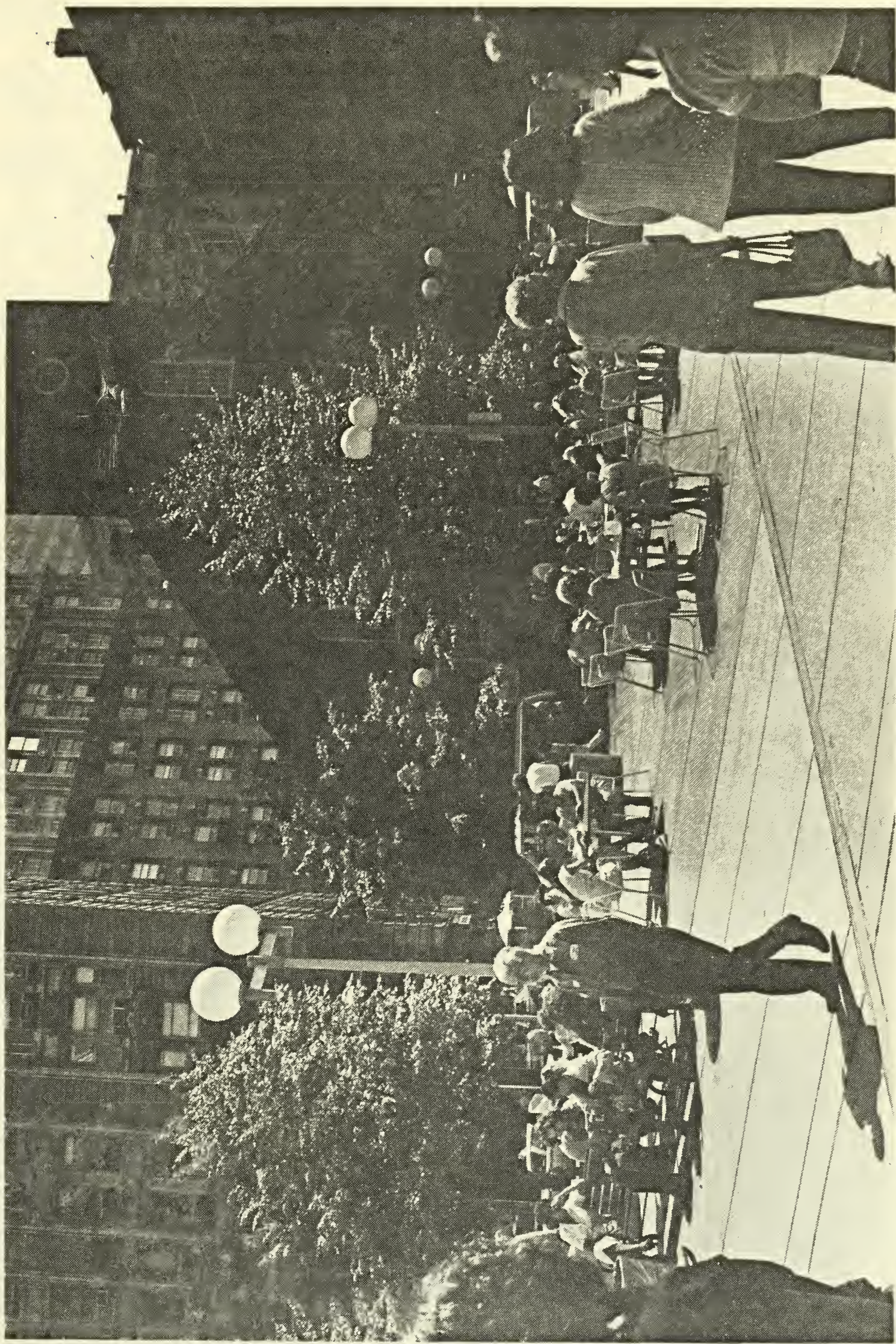
UMTA Section 6	\$0.6 million
2nd Demonstration Grant	
Total Capital	\$3.0 million
Total Operating	\$2.1 million
Grand Total	\$5.1 million



WASHINGTON STREET

DOWNTOWN CROSSING - HISTORY OF EVENTS

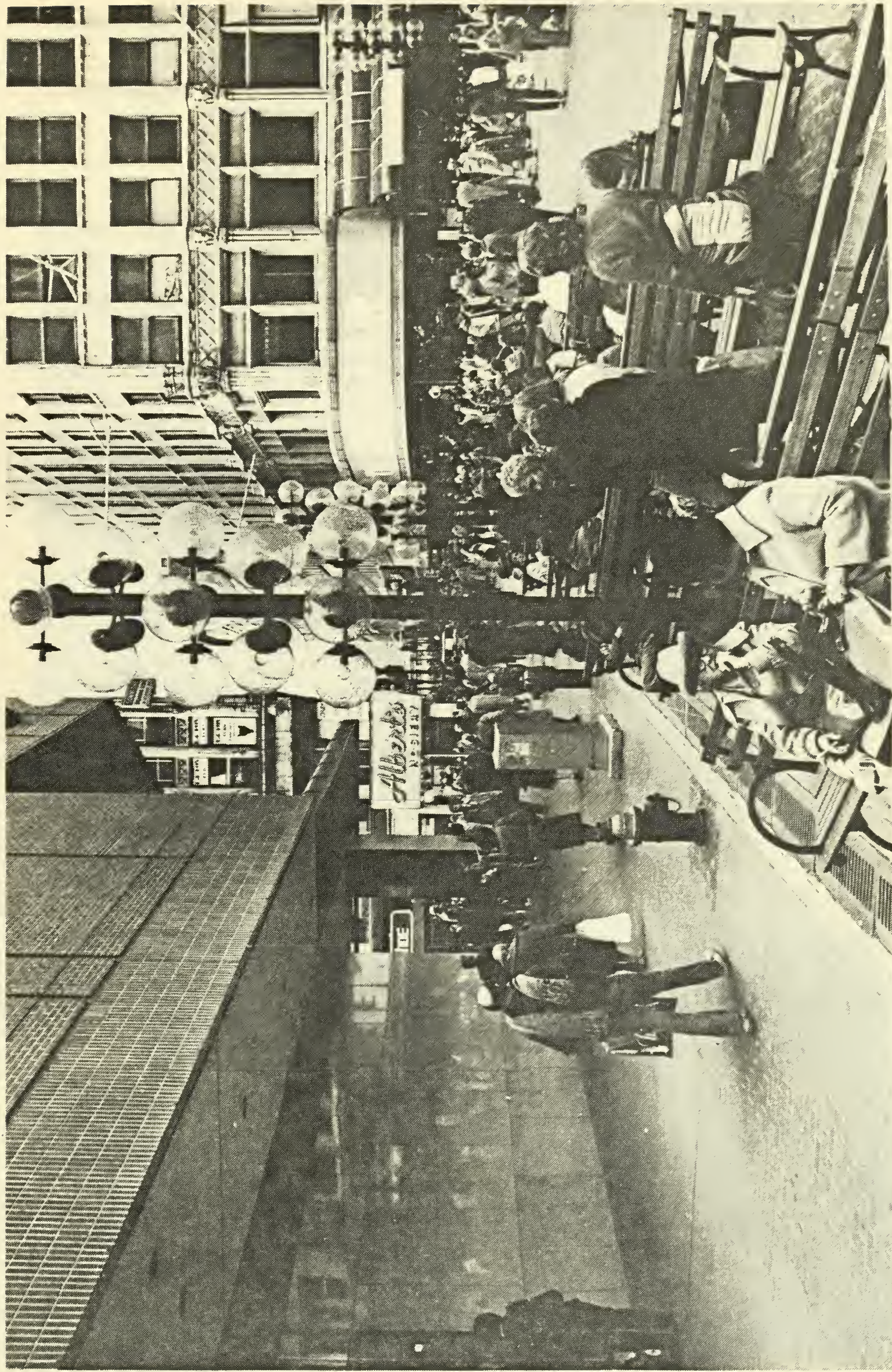
Boston Initial Application to UMTA for Case Study	November, 1975
Initial Visit to Boston by Consultants	January, 1976
UMTA Approval of Boston as one of 5 Case Study Sites	April 13, 1976
Detailed Planning	March, 1976-Spring, 1977
MBTA invited to Participate	July, 1977
Public Hearing	January 5, 1978
Memo of Understanding (City, BRA, MBTA, MDPW)	May 26, 1978
Engineering (by MBTA)	February-May, 1978
Construction advertised by MDPW	June 10, 1978
UMTA approved Demonstration Grant Application	June 21, 1978
Construction Bid opened	July 11, 1978
Contract Awarded	August 7, 1978
Downtown Crossing opens	September 5, 1978
MBTA Service to Area begins	September 9, 1978
Construction halted for the Christmas Shopping Season	October 10, 1978 - January, 1979
Temple Place re-opened to Traffic	March 21, 1979
City announces Phase II Construction	March 29, 1979
Bus Routes modified	May 15, 1979
Phase II Construction advertised	April 23, 1979
Phase II Construction starts	June 3, 1979
Construction complete and 1st Anniversary	September 5, 1979
Second Demonstration Grant awarded	August 4, 1980



BOSTON FIVE PARK AT SCHOOL AND WASHINGTON STREETS
PORTABLE CHAIRS AND TABLES

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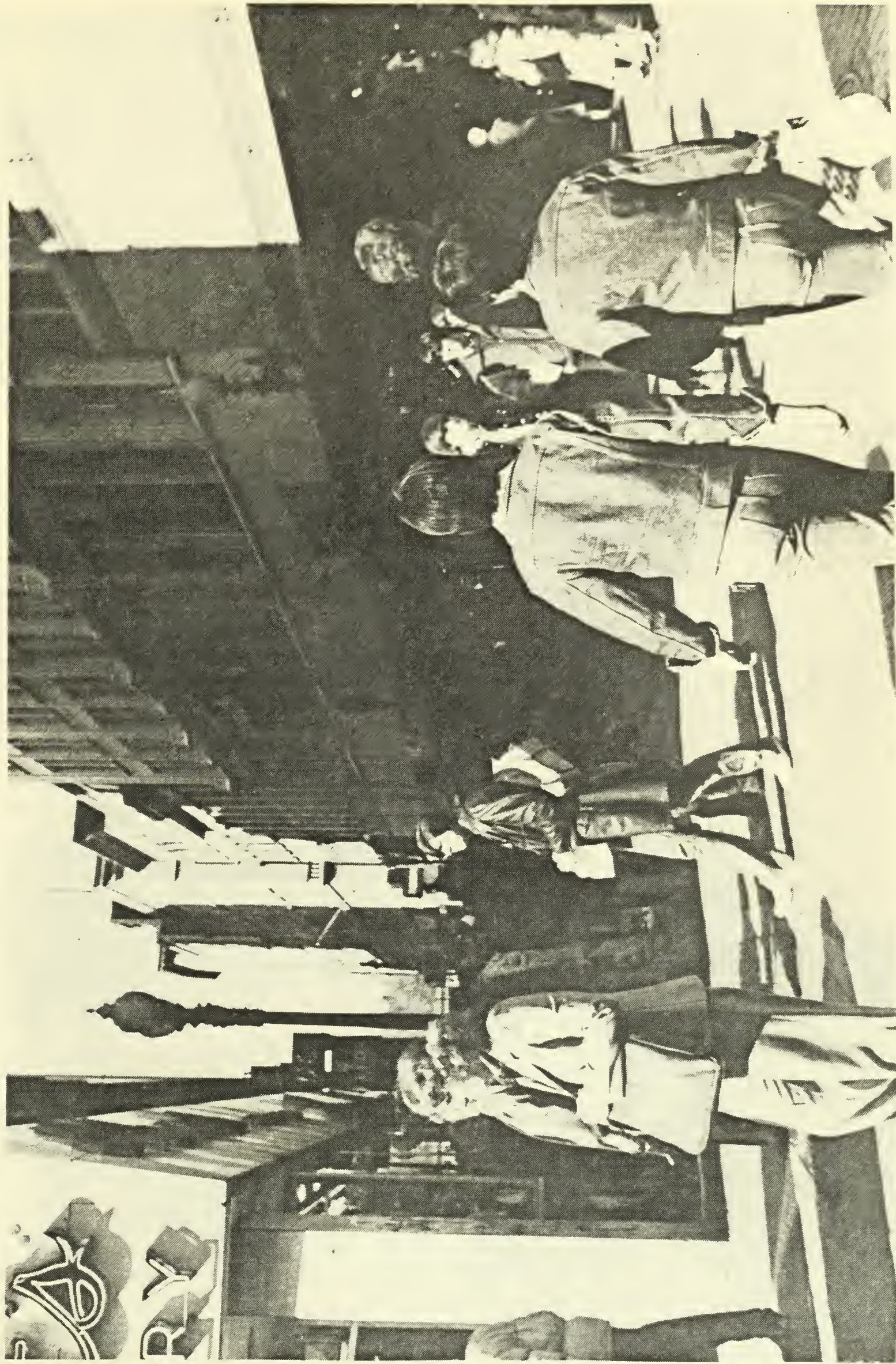




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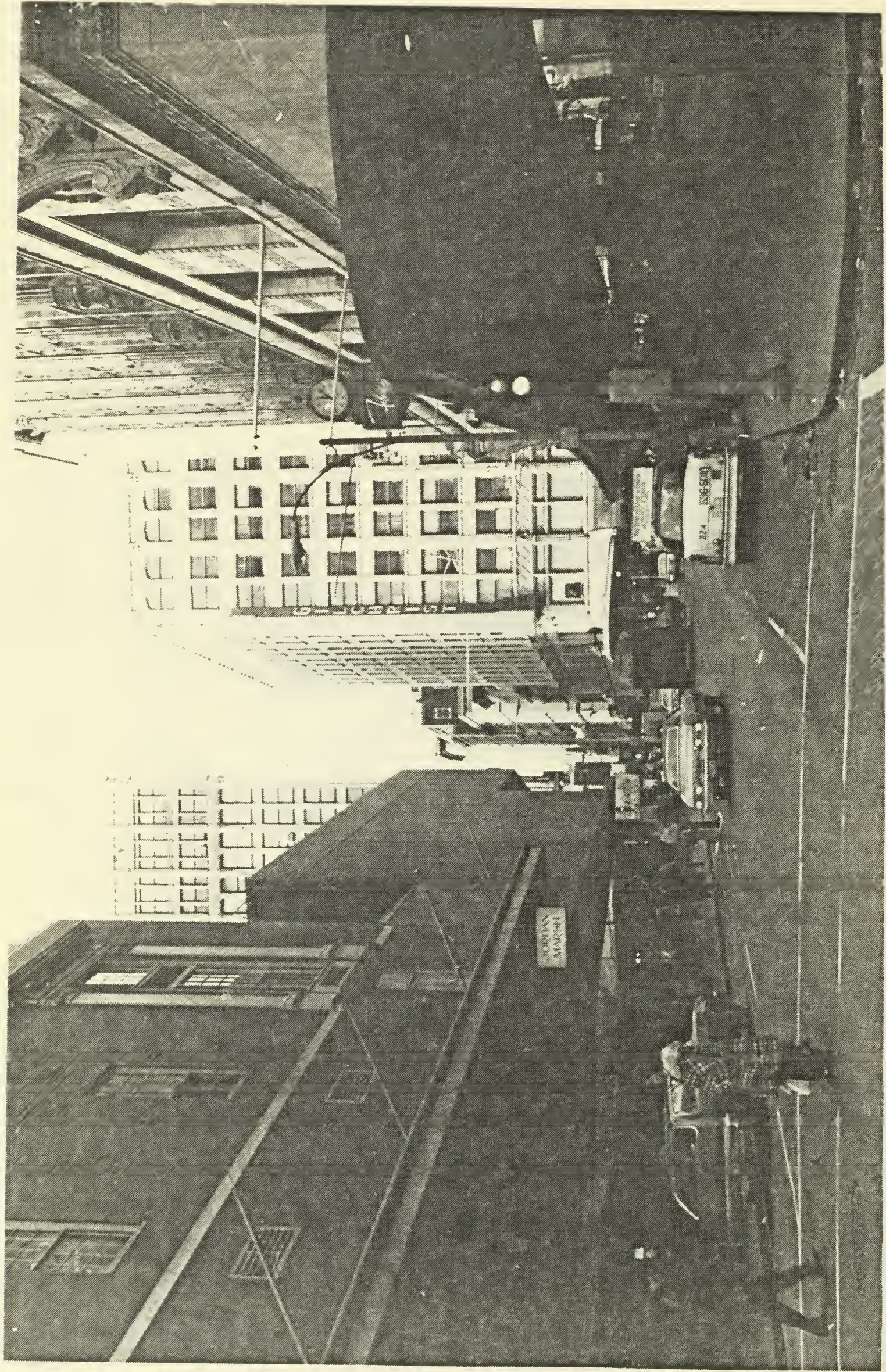


BEFORE: WINTER STREET



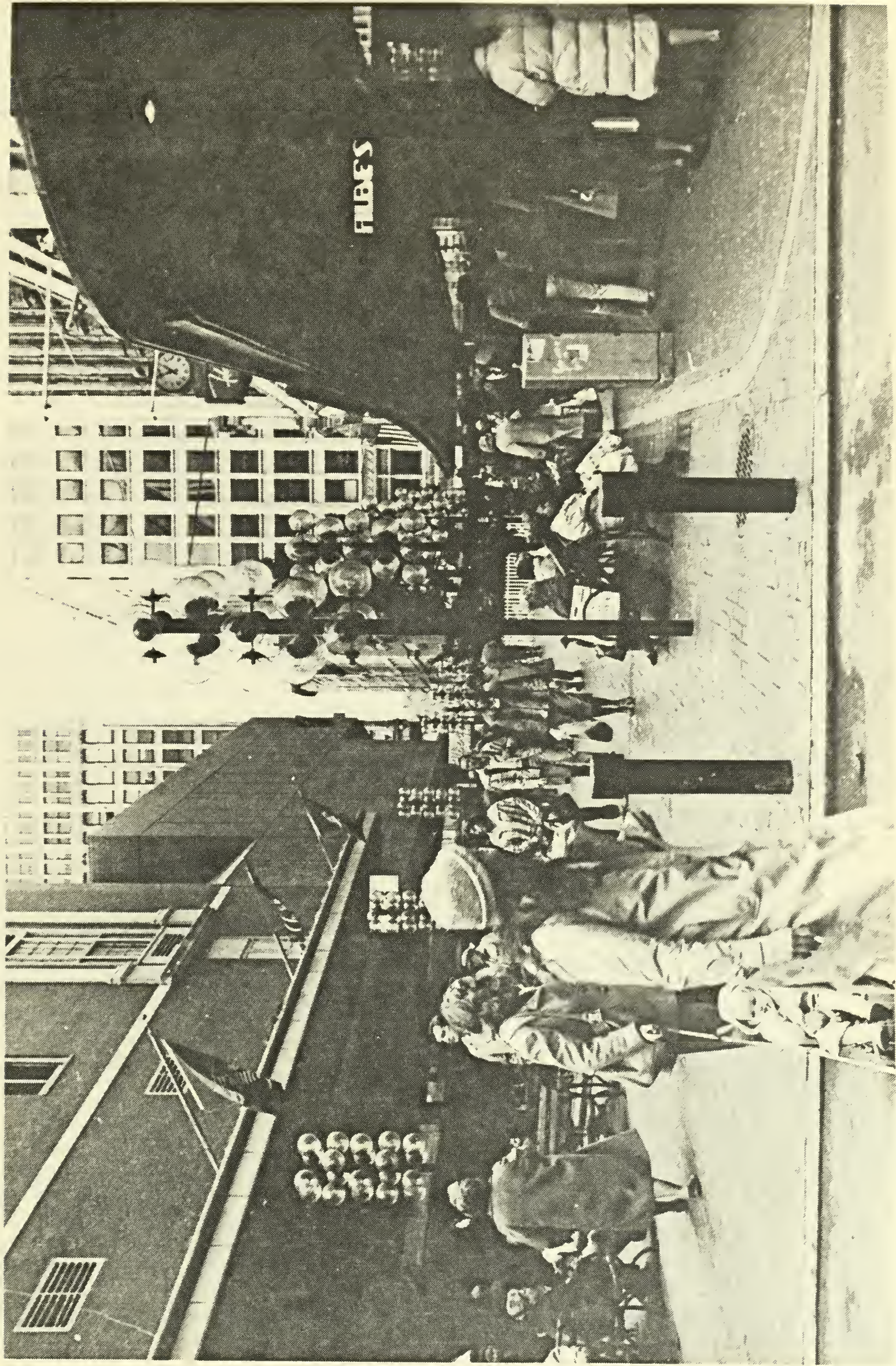
WINTER STREET

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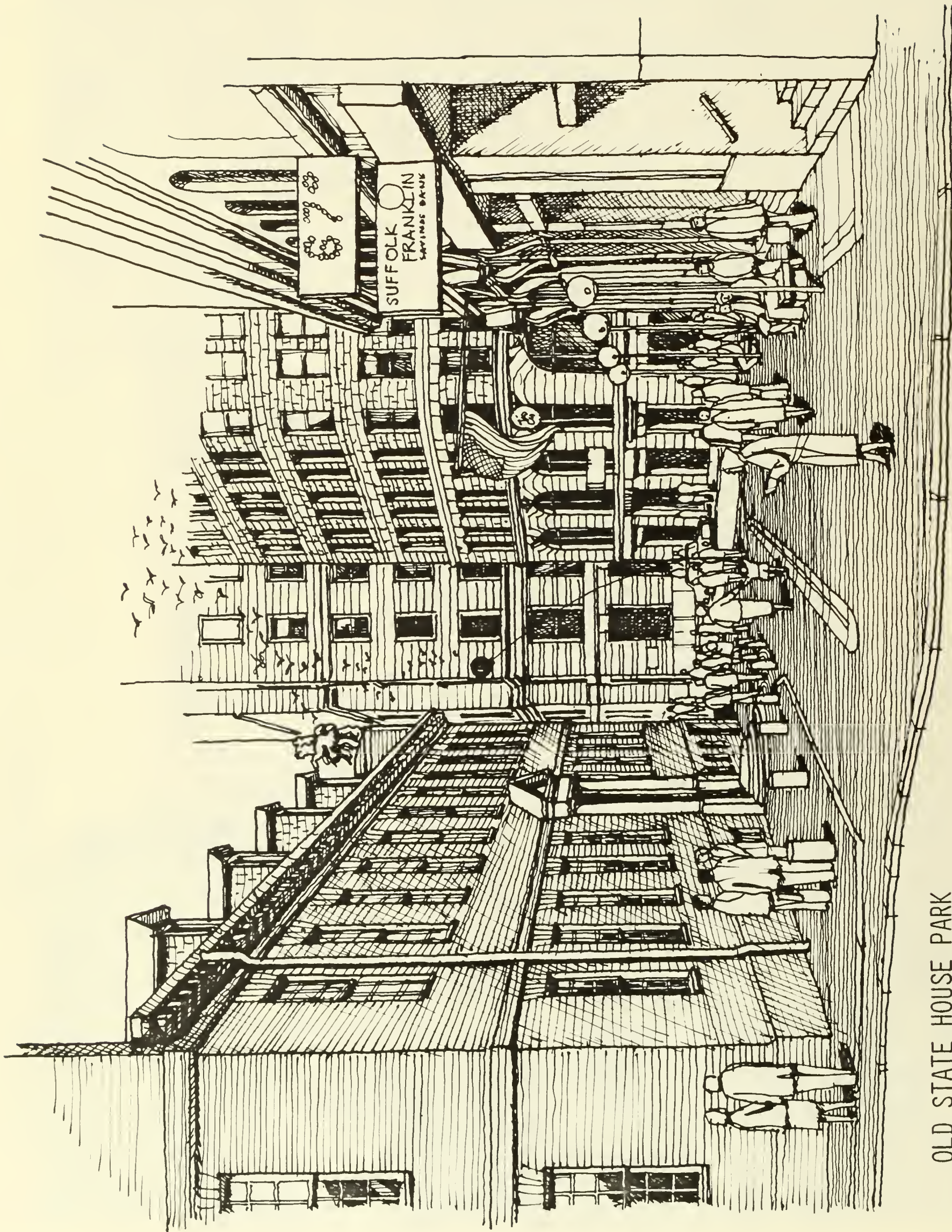


BEFORE:

SUMMER STREET

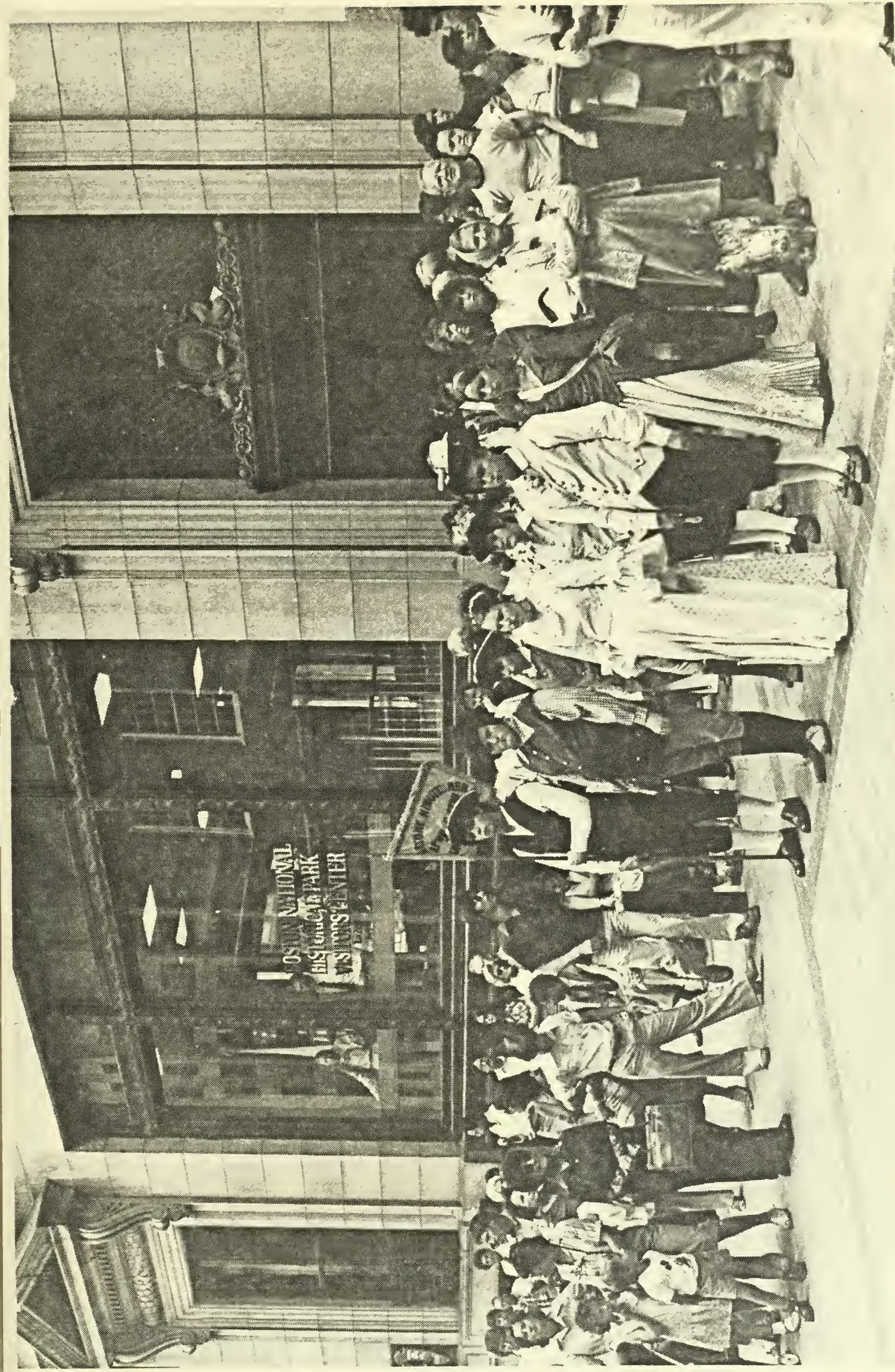


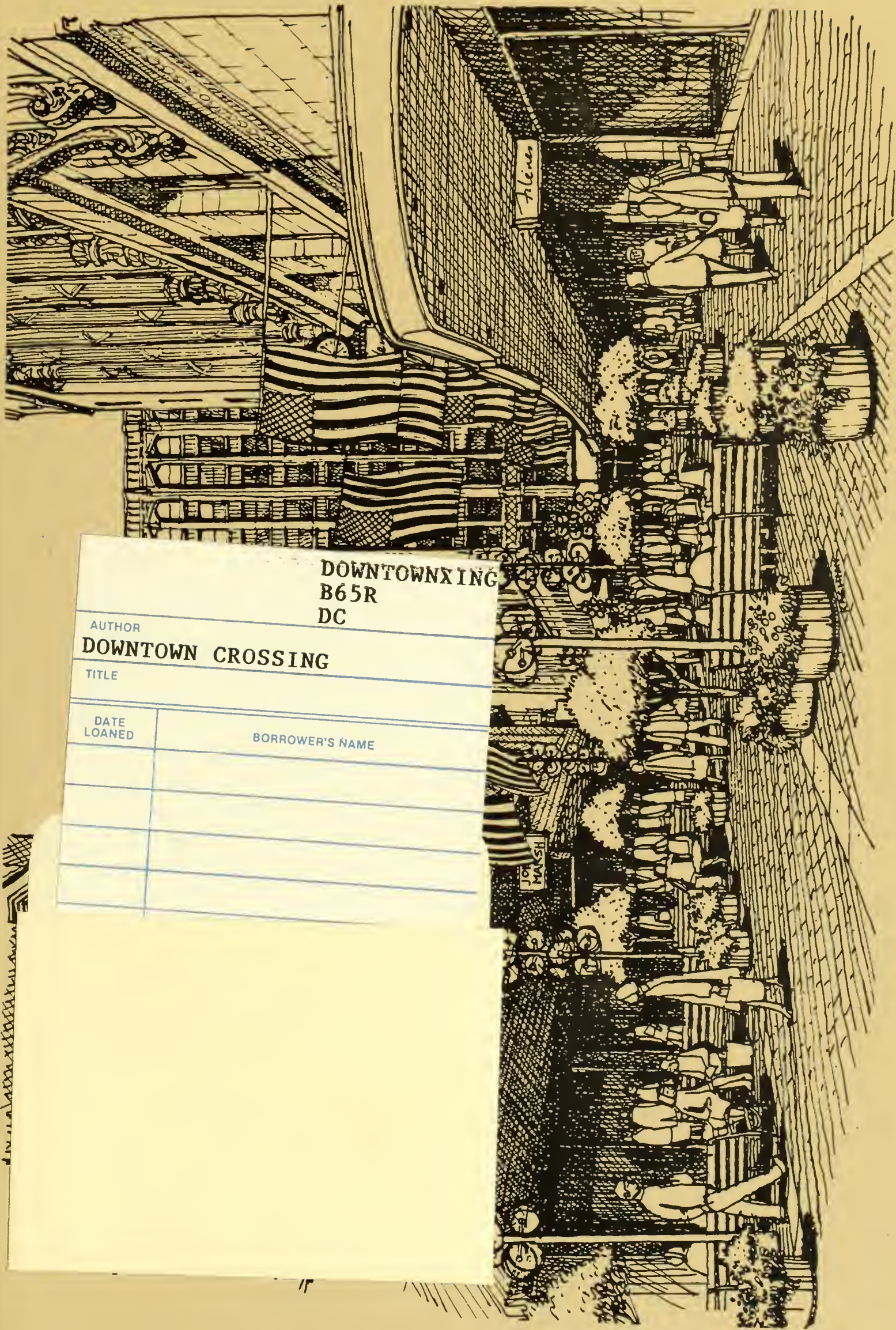
AFTER: SUMMER STREET



OLD STATE HOUSE PARK

AFTER: OLD STATE HOUSE PARK





DOWNTOWNXING
B65R
DC

AUTHOR

DOWNTOWN CROSSING

TITLE

DATE
LOANED

BORROWER'S NAME



